McCombs Knowledge To Go



June 8, 2010



8 Keys to Building Lasting Enterprises



by Gary Hoover

Curiosity

 1. Curiosity -- nothing is ever discovered by looking in the same place as everyone else, or looking in the same way as everyone else; all discovery starts with exploration. Travel, observe, talk to people. Look at other industries.

History

2. History -- you can't know where you are going if you don't know where you are coming from; watching key longterm trends is a critical part of successful leadership; what are some of the trends to watch today? What large demographic shifts are at work? What can be learned from the leaders of the past, including those in your own industry and company?

Geography

3. Geography -- we all come from somewhere, we all grew up somewhere; in a shrinking world, it is more important than ever to understand people and places. Do you know the population of your metropolitan area? Do you know the growth rates of your county and surrounding counties?



Clarity of Vision

 4. Clarity of Vision -- can any thirdgrader understand your vision or are you trapped in double-speak, alphabet soup, and jargon?



Consistency of Vision

• 5. Consistency of Vision -- do you stick to what you are good at and what you believe in, through thick and thin? Do you have a consistent purpose?

Service

6. Service -- the only valid reason for the existence of an enterprise is to deliver products and services to people, to somehow make the world a better place; the minute you think that power resides in the Board room or in Washington, or that your company can be made great through making good deals or acquisitions, rather than through focusing on the customers, you are most likely at the beginning of the end. Focusing on customers will allow you to be good for your stockholders, employees, and suppliers.



Unique Vision

• 7. Unique Vision -- do you sound and look like all your competitors or do you stand out, following a unique path that is true to your enterprise and yourself?



Passion

8. Passion -- if you aren't doing something you love, you will never be the best at it!

Please Give Back to McCombs!

This webinar has been brought to you by the McCombs MBA Alumni Advisory Board, coordinated by alumni for the benefit of the Alumni Network.

Please get involved with the Alumni Network!

All alumni benefit when we work together to build the quality and value of the Alumni Network and the McCombs brand.

Time: Get involved in your local club

Talent: Mentor another alumni or speak at a future webinar

Treasure: Make a donation to McCombs

www.mccombs.utexas.edu/alumni

Give Now

Suggested fund: MBA Alumni Excellence Fund

Please use response code *KTG*

Send me your feedback -- jmbock@gmail.com